

The  
Management  
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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF ARTS IN DEVELOPMENT STUDIES

**MDS 511: NETWORKING FOR POLICY CHANGE**

**DATE: 6<sup>TH</sup> APRIL 2018**

**DURATION: 3 HOURS**

**MAXIMUM MARKS: 60**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

**BUSINESS NETWORK INTERNATIONAL**

Business Network International (BNI) is an American franchised networking organization with around 227,000 members in 8,211 local chapters worldwide. Members meet weekly to discuss business and support each other's businesses by sharing referrals. It claims to be the world's leading 'referral organization'. [1] In 2015, the organization says its members generated referrals resulting in over \$9.3 billion in closed business worldwide. In 2016, this figure increased to \$11.2 billion business passed between members and their referrals (worldwide) and in 2017, \$13.8 billion was tracked between January and November. BNI was founded in 1985 by Ivan Misner Local. BNI chapters arrange weekly meetings for people from various industries and encourage the passing of referrals. It appears most effective for locally based, mainstream businesses, operating mostly off the Internet. However majority of the Executive Directors in all regions claim that any business can join as long as they can grow and are scalable. BNI helps members develop a structured, positive, and professional referral marketing program which provides them opportunities to: Gain new business., Receive business education, Improve business networking skills with positive business people, Speak about business before an audience of positive, like-minded business people, Develop business relationships and create a group of trusted advisors, Network and communicate with more than 227,000 members in 75 countries

**Required:**

- a) Discuss the different types of networking groups that BNI could use create a group of trusted advisors, Network and communicate with more than 227,000 members in 75 countries (6marks)
- b) Explain **three types** of social media networks and an integrated social business strategy to reach different group in BNI (6marks)
- c) Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from having the desired



effect on the recipient. Critically examine barriers to communication in networking environment (9marks)

- d) Many people don't like to negotiate because they view it as a hassle. Even though we might consciously think we're avoiding the negotiation process, we end up doing it without knowing that's exactly what's happening. Compare and Contrast, Distributive Bargaining and Integrative Bargaining (9marks)

## QUESTION TWO

- a) People adopt many different impression management strategies. One of them is ingratiation, where we use flattery or praise to increase our social attractiveness by highlighting our better characteristics so that others will like us. Discuss eight factors that govern impression management in an organization (8marks)
- b) Define the term Public Policy and explain the process of making public policy (7marks)

## QUESTION THREE

You are leader of a certain organization. Using examples, propose the Strategies that you can use to recruit members to your network (15marks)

## QUESTION FOUR

Define the term Evidence-based policy hence, Evaluate six Key lessons of Evidence-based policy and of 'theory-based' implementation' (15marks)

